

62 [1958] Ch

**THE ORIGINATOR OF UNSURPASSED BEAUTY IN COXCOMBS**  
The Flower of Galesburg — All-America City

*Introducing...*

**GILBERT'S NEW PENNY**  
Trade Mark Reg.



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U.S. Department of Agriculture

This distinctive new Celosia derives its name from the brilliant copper luster of the ball-shaped combs which range from deep rose to light pink.

Gilbert's New Penny" when fully grown averages 3 feet in height with dark, glossy foliage. The clusters vary in size from 6 to 10 inches in diameter.

Dries perfect cut at any stage of growth.

**Retail packets of 100 seed 75c    Trade packets of 300 seed \$1.50**

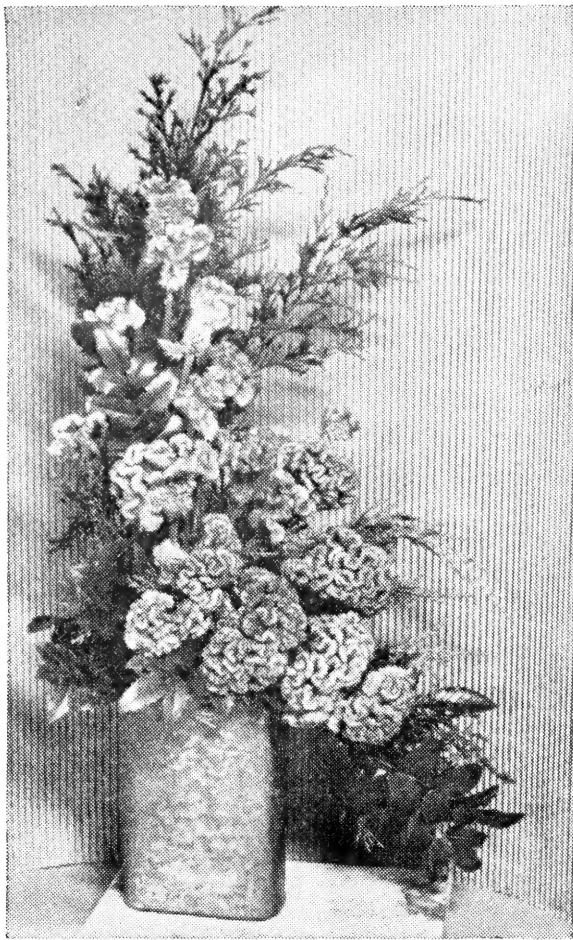
Order direct or thru your favorite seedsmen, but remember it may not be the Gilbertia Celosia unless the packet bears the originator's Trade Mark—Accept no substitute.

The originator's Trade Mark insures you of the finest in Coxcombs.

**One Packet of Each of the 7 Varieties for \$2.00**



**CELOSIA GARDENS,  
GALESBURG, ILLINOIS**



## GILBERT'S GOLD DUST

The ruffled combs, at first, are a pure silver that turns to a deep gold or chartreuse with a silver color sprinkled with gold, increasing to a rich yellow sheen when matured.

Plants are from 2½ to 3 feet in height with bright green foliage, having numerous branches, each tipped with a velvet-like cluster of ruffles formed into a neat ball, that is ideal for floral arrangements. Dries perfect cut at any stage of growth.

Retail Packets of 100 Seed 75c

Trade packets of 300 seed \$1.50

## GILBERT'S CRIMSON GOLD

Trade Mark Reg.

A 1951 introduction. The flowers are clusters of beautiful, ruffled crimson velvet, 6 to 10 inches across. Each ruffle is tipped with pure yellow. Plants are 3 feet high. Bronze foliage. Makes lovely bouquets—as it is especially suitable for cut flowers, also dries for winter arrangements.

Retail Packets 100 Seeds 50c

Trade Packets 300 Seeds \$1.00



## GILBERT'S HARLEQUIN

Trade Mark Reg.

Retail Packets 100 Seeds 25c

Trade Packets of 500 Seed 50c

Excellent as cut-flowers for corsage, spray and vase arrangements.

**Won Fifth Place in the All-America Selection in 1947.**

18 inches in height, very uniform in growth with bright green foliage.

Bush type, developing both base and side branches until it is a perfect mass of color.

When small it starts as a pink-tipped with gold that turns to a salmon, then to a bright shell pink when fully developed in September. There is no variation to this as all the plants are the same in development.

A wonderful pot plant as it does not deteriorate or fade.

Given plenty of moisture and pinching back it will last till killed by frost.



# Introducing another first...

## a new



(A FLOWER WITH UNUSUAL COLORING)

### BY THE ORIGINATOR OF UNSURPASSED BEAUTY IN COXCOMBS

#### GILBERT'S NEW PENNY

This distinctive new Celosia derives its name from the brilliant copper luster of the ball-shaped combs which range from deep rose to light pink.

"Gilbert's New Penny" when fully grown averages 3 feet in height with dark glossy foliage. The clusters vary in size from 6 to 10 inches in diameter.

Dries perfect cut at any stage of growth.

Packet of 100 seeds — 75¢

•  
*More Celosia Gilbertia  
varieties that are  
sure to please:*

#### GILBERT'S MAPLE GOLD

Beautiful shades of pink tipped with gold.

Height — 3 ft. 100 Seed — 25¢

#### GILBERT'S GREEN GOLD

A silvery green-tipped light rose with just a touch of yellow.

Height — 3 ft. 100 Seed — 25¢

#### GILBERT'S CRIMSON GOLD

Beautiful crimson tipped with yellow.

Height — 3 to 4 ft. 100 Seed — 50¢

#### GILBERT'S ROSE BEAUTY

A brilliant pink coloring on a silver base.

Height — 3 to 4 ft. 100 Seed — 25¢

#### GILBERT'S "HARLEQUIN"

Turns from gold to salmon then to a bright shell pink when fully developed.

Height — 18 in. to 2 ft.

100 Seed — 25¢

#### GILBERT'S "GOLD DUST"

Turns from silver to light yellow, sprinkled with gold, when fully developed.

Height 2 to 3 ft. 100 Seed — 75¢



Gilbert's Celosia varieties are easily grown annuals, excellent cut flowers at any stage of development for any use from corsage to spray work and basket. They make lovely winter bouquets if cut and dried at any time. Continuous blooms till frost.

Order direct or thru your favorite seedsman, but remember it may not be the Gilbertia Celosia unless the packet bears the originator's Trade Mark — Accept no substitute.

The originator's Trade Mark insures you of the finest in Coxcombs.

#### SPECIAL OFFER

(for direct orders from originator only)

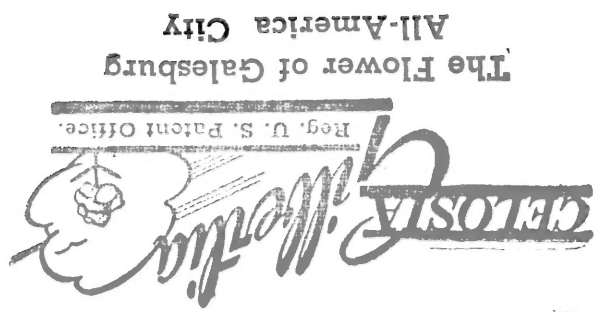
One pkt. of each of the 7 varieties described for only \$2.00. Growing and drying instructions with every order.

**CELOSIA GARDENS, GALESBURG, ILLINOIS**

MINIMUM ORDER — \$1.00



The Flower of Galesburg  
All-America City

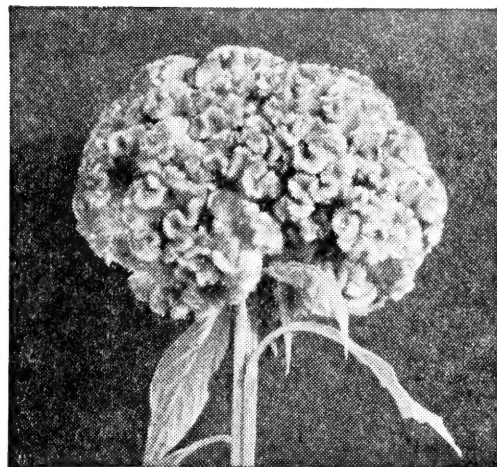


# GILBERT'S MAPLE GOLD

Trade Mark Reg.

Entered in the All-America trials of 1942 and introduced by Vaughn Seed Company in 1943, and still a leader in the Celosia field.

Gilbert's Maple Gold is the loveliest of all cristata—coxcomb—creations and is the result of eighteen years of line breeding. It starts forming lovely round maple-pink heads when quite small and grows increasingly beautiful as each ruffled segment becomes tipped with bright yellow. The individual plants grow two and a half to three feet high and are of the strong branching type with each stem terminating in a lovely ball-shaped, clustered head that varies in size from small to sometimes ten or more inches in diameter. The maple-pink heads vary in color from a light to a dark pink, tipped with pure gold. These clusters may be cut at all stages and size and used in any arrangement.



Retail Packets 100 Seeds 25c

Trade Packets 300 Seeds 50c



# GILBERT'S ROSE BEAUTY

Trade Mark Reg.

Introduced by Vaughan's Seed Company in 1947. Mammoth Rose Beauty ball shaped combs measuring 10 to 16 inches across—a beautiful deep rose pink on a silver base—unusual and very striking—height 3 to 4 feet—bright green foliage—plants somewhat branching, more if pinched back, unexcelled as either cut flowers or dried for winter bouquets as it keeps its rich color perfectly.

Retail Packets 100 Seeds 25c

Trade Packets 300 Seeds 50c



# GILBERT'S GREEN GOLD

Trade Mark Reg.

Introduced in 1945, a most unusual color combination and lovely in all pastel arrangements. Silver green, ball shaped flower combs that become fused with light pink and just a touch of yellow. Height, three feet; foliage, bright green; flower heads 6 to 10 inches across; dries a silvery color and is the only Celosia that will take a perfect dye or tinting.

Retail Packets 100 Seeds 25c

Trade Packets 300 Seeds 50c



**CELOSIA GARDENS, GALESBURG, ILLINOIS**

All of Gilbert's Celosia varieties are easily grown annuals, and excellent as cut flowers at all stages of development, for use from corsage to spray work and basket. They also make lovely winter bouquets if cut and dried at any time. Continuous blooms till frost.

**ALL SEED IN ORIGINATOR'S PACKETS ARE HAND SELECTED FROM THE FINEST FLOWERS IN THE FIELD.**

**One Packet of Each of the 7 Varieties for \$2.00**



## **INSTRUCTIONS FOR GROWING**

Use any good rich garden soil, any soil that will grow vegetables is suitable.

**DO NOT** use commercial fertilizer or soil where commercial fertilizer has been used the year before. Soil enriched with old rotten cow manure is the best. It has been found that the commercial fertilizers make the combs or flower-heads break formation and grow rank.

Prepare soil deep and fine.

Scatter seed thin and in rows, and press down firmly with hands or a board, covering seed  $\frac{1}{4}$  inch. A regular garden seeder with a roller attached is sufficient. Do not cover seed otherwise. **Keep seed bed moist at all times.**

The seed is very quick in germinating when the ground becomes warm. For the northern part of the United States seed may be planted any time after the 15th of April. Cold and freezing weather will not hurt the seed as they will not sprout until the ground becomes warm. Best germination takes place at 80 to 90 degrees.

Thin plants to stand 10 to 12 inches apart, or they can be transplanted very easily if this is done before they are 6 inches high.

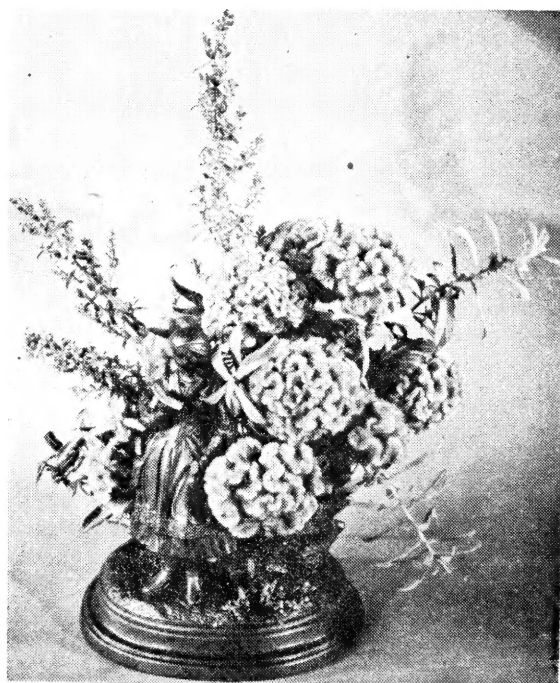
Seed may be started in any good greenhouse soil and transplanted outdoors after danger of frost is passed.

### **Instructions for Drying Gilbert's Celosia**

Flowers may be cut at any growing stage. Strip off leaves, hang head downward in a very dry, warm, dark place. Do not let flower heads touch. Allow to dry two weeks. Any chaff may then be carefully rubbed off and the flowers ready for use.



**CELOSIA GARDENS**  
**48 EAST DAVIS STREET**  
**GALESBURG, ILLINOIS**



Chosen by the City Council of Galesburg, Ill. as Galesburg's own flower.